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**STATE OF WASHINGTON
DEPARTMENT OF FINANCIAL INSTITUTIONS
SECURITIES DIVISION**

IN THE MATTER OF DETERMINING
whether there has been a violation
of the Business Opportunity Fraud Act of
Washington by:

New Method Marketing, Inc.;
Bruce H. Rogat;
Tyler R. Ryder,

Respondents.

Order Number S-06-055-06-FO01

ENTRY OF FINDINGS OF FACT AND
CONCLUSIONS OF LAW AND FINAL
ORDER TO CEASE AND DESIST

9 THE STATE OF WASHINGTON TO: New Method Marketing, Inc.
10 Bruce H. Rogat
11 Tyler R. Ryder

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STATEMENT OF CHARGES

On July 26, 2006, the Securities Administrator of the State of Washington issued Summary Order number S-06-055-06-TO01, hereinafter referred to as the "Summary Order" against New Method Marketing, Inc., Bruce H. Rogat and Tyler R. Ryder.

The Summary Order, together with a Notice of Opportunity to Defend and Opportunity for hearing, hereinafter referred to as the "Notice of Opportunity for Hearing" and an Application for Adjudicative Hearing, hereinafter referred to as the "Application for Hearing", were served on New Method Marketing, Inc., Bruce H. Rogat and Tyler R. Ryder on July 31, 2006 via certified mail. The Notice for Opportunity for Hearing advised New Method Marketing, Inc., Bruce H. Rogat and Tyler R. Ryder that a written application for an administrative hearing on the Summary Order must be received within twenty days from the date of receipt of the notice. New Method Marketing, Inc., Bruce H. Rogat

23 ENTRY OF FINDINGS OF FACT AND
24 CONCLUSIONS OF LAW AND FINAL
ORDER TO CEASE AND DESIST

1 and Tyler R. Ryder did not request an administrative hearing and did not return the Application for
2 Hearing.

3 In lieu of requesting a hearing, Bruce H. Rogat submitted a statement for consideration by the
4 Securities Administrator on August 14, 2006. In the statement, Bruce Rogat stated that New Method
5 Marketing agreed to abide by the cease and desist order until registered in Washington, but argued that
6 he was he was unaware of the registration requirements.

7 Finding no grounds for amendment of the Summary Order, the Securities Administrator therefore
8 adopts as final the findings of fact and conclusions of law as set forth in the Summary Order.

9 The Securities Administrator finds as follows:

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11 **FINDINGS OF FACT**

12 Respondents

13 1. New Method Marketing, Inc., (“New Method Marketing”) a Colorado Corporation, was
14 incorporated on March 21, 1990 and is currently conducting business at 14 Inverness Drive East, Suite C-
15 108 Englewood, Colorado 80112. New Method Marketing maintains a website at
16 www.newmethodmarketing.com.

17 2. Bruce H. Rogat (“Rogat”) is the President and Registered Agent of New Method Marketing.

18 3. Tyler R. Ryder (“Ryder”) is the General Manager and Vice President of Dealer Operations of
19 New Method Marketing.

1 Nature of Offering

2 4. New Method Marketing is the seller of a business opportunity to own and operate a
3 dealership that specializes in the sale of direct marketing mailers sent on behalf of real estate,
4 mortgage and insurance specialists.

5 5. Respondents attended the Franchise and Business Opportunity Show (“Show”) in Seattle,
6 Washington on March 4th and 5th, 2006.

7 6. Respondents offered the business opportunity to Washington residents at the Show.

8 7. On April 20, 2006, a Washington Resident contacted New Method Marketing about
9 dealership opportunities via email after seeing an advertisement for dealerships on their website. The
10 email was sent to an address hyperlinked to the dealership offering. On April 25, 2006, the Resident
11 emailed Ryder again and inquired whether there were any dealerships available in Washington. Ryder
12 replied on April 26, 2006, stating, “We have dealerships in the Seattle/Tacoma area still available. We
13 were recently in Seattle at a franchise and business opportunities trade show and have had subsequent
14 discussions with a few leads...I would enjoy speaking with you about this potential business
15 opportunity.”

16 8. On June 16, 2006, New Method Marketing shipped the Resident a dealership offering kit.
17 The business opportunity provides the purchaser with an exclusive territory for a “personalized
18 advertising system” which provides “personalized, direct mail marketing programs and related
19 products to real estate, mortgage, insurance, healthcare and general business professionals throughout
20 the United States.” The Dealer License agreement states, “The initial Dealer License fee is \$15,000.
21 The estimated initial investment required is \$19,700, inclusive of the dealer license fee.”

1 13. New Method Marketing, Inc. is not currently and has not previously been registered to offer or
2 sell business opportunities in the State of Washington.

3 Based upon the above Findings of Fact, the following Conclusions of Law are made:
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5 **CONCLUSIONS OF LAW**

6 1. The offers and/or sales of the business opportunity described above constitute the offer
7 and/or sale of a business opportunity as defined in RCW 19.110.020(1) and RCW 19.110.030(1).

8 2. Respondents New Method Marketing, Bruce H. Rogat, Tyler R. Ryder, and their agents and
9 employees, are in violation of RCW 19.110.050, the registration requirement provision of the Business
10 Opportunity Fraud Act, because no registration for Respondents is on file with the Securities
11 Administrator.

12 **FINAL ORDER**

13 Based on the foregoing:

14 It is hereby ORDERED that Respondents, New Method Marketing, Inc., Bruce H. Rogat, Tyler R.
15 Ryder and their agents and employees, shall each cease and desist from violations of RCW 19.110.050, the
16 registration requirement provision of the Business Opportunity Fraud Act.
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18 **AUTHORITY AND PROCEDURE**

19 This Final Order is entered pursuant to the provisions of RCW 19.110.150 and is subject to the
20 provisions of Chapter 34.05 RCW. Respondents have the right to petition the superior court for judicial
21 review of this agency action under the provisions of chapter 34.05 RCW. For the requirements for filing a
22 Petition for Judicial Review, see RCW 34.050.510 and sections following.

1 **WILLFUL VIOLATION OF THIS ORDER IS A CRIMINAL OFFENSE.**

2 DATED AND ENTERED this 29th day of August, 2006.

3 By:

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5 _____
MICHAEL E. STEVENSON
Securities Administrator

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7 Approved by:

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9 _____
10 Martin Cordell
Chief of Enforcement

Presented by:

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12 _____
13 Angela R. Vogel
14 Enforcement Attorney